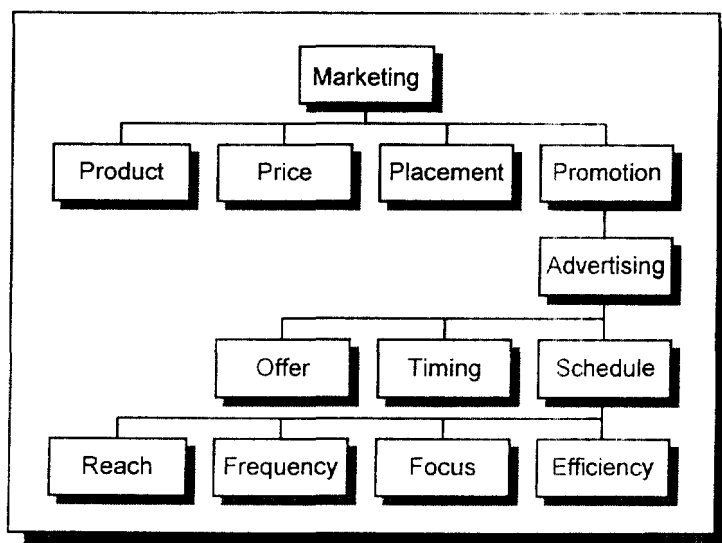


Your media must have...

- Reach
- Frequency
- Focus
- Efficiency



You have already told us that..

Your reach goal is
at least 50 %.

Your frequency goal is
at least 3 times.

You are focused on
Adults 25-49.

You want to spend the least
amount of money possible to
achieve your reach and frequency
goal.

**How is your
current media
performing?**

Radio Analysis

Junge Lincoln & Mercury

Radio Analysis

	WMT AM	WMT FM	WMT AM	WMT FM	WMT AM	WMT FM
	Total spots		Audience		Total Audience	
AMD	10	8	3,900	5,100	39,000	40,800
Mid	14	13	3,400	5,400	47,600	70,200
PMD	11	10	2,500	3,300	27,500	33,000
Nite	1	1	800	1,200	800	1,200
	36	32			114,900	145,200

Grand Total Audience

260,100

Price

\$ 1,600

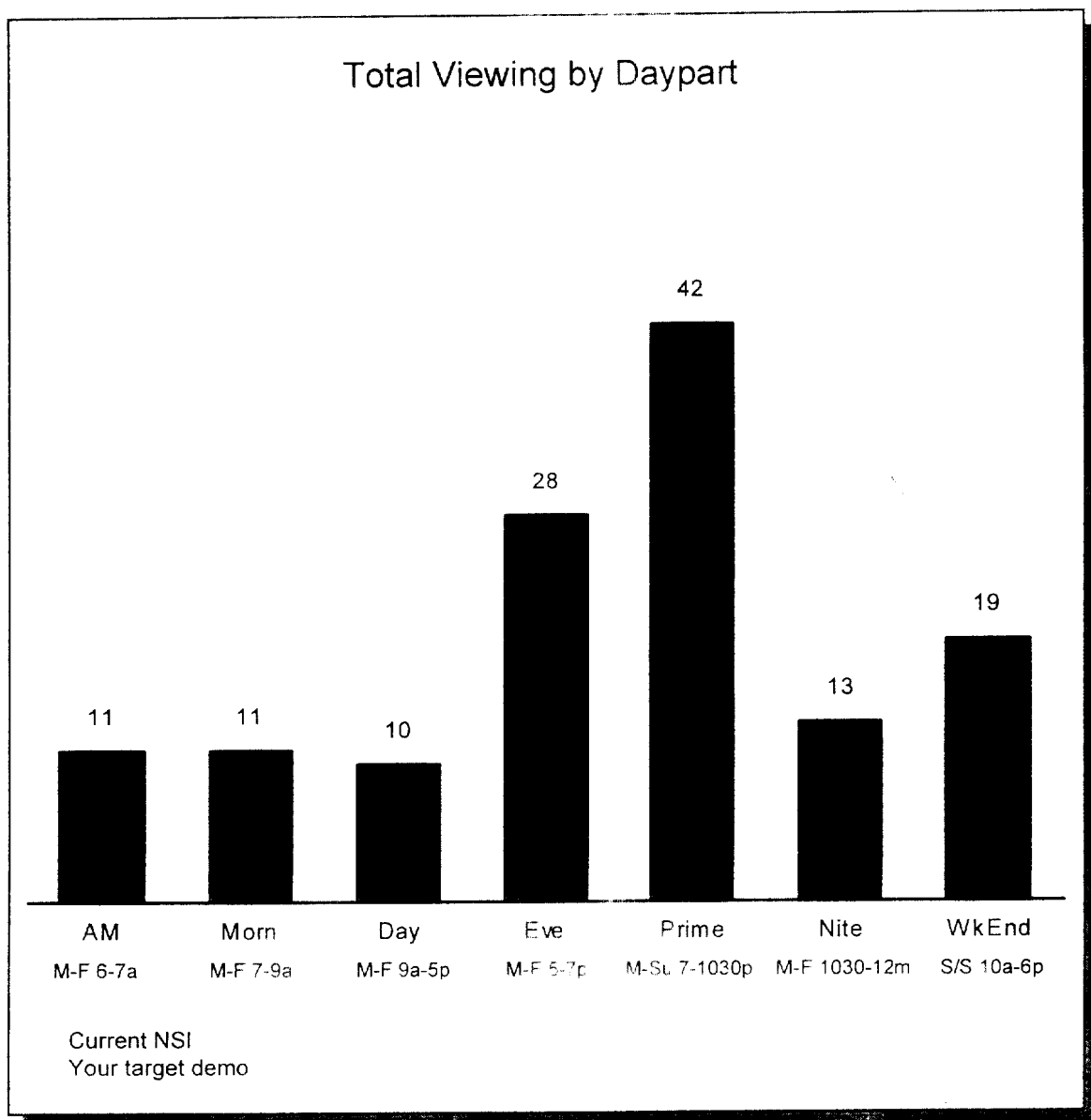
Cost per Thousand

\$ 6.15



How does Fox 28 improve your media plan?

Your customers watch Prime!



Fox 28 & 40
 TvSCAN Package Plan -- Schedule Summary
 CEDAR RAPIDS-WATERLOO&DUBQ -- NOVFEBS NIELSEN

Agency : JUNGE LINCOLN MERCURY	Package No. : 316
Buyer : MIKE OHMS	Sched Dates : 04/01/96-04/30
	Lengths : 30
Product : NEW & USED CARS	Dayparts : CDE1AP2NLWSXKO
Salesperson: TERESA CLARK	Rate Card : A
	Telephone : 319-393-2800
	Date Due : 03/11/96

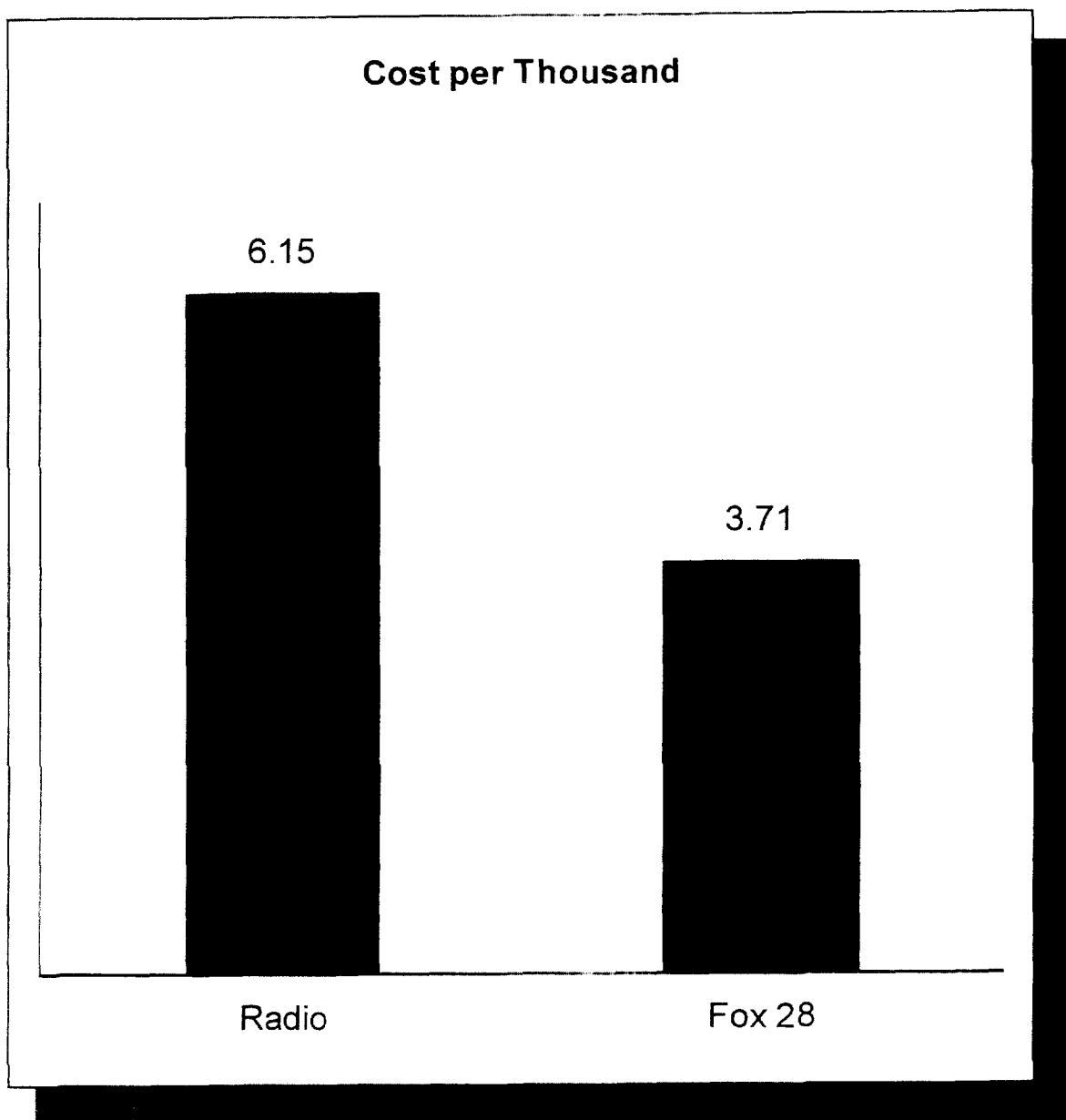
Time Period	Program/ Description	Type Dpt	Spt Len	No. Weeks	Spots Total /Week Spots	DMA P		Avg Rate
						25-54	(000)	
KFXA+ FOX								
MO-FR 5:00P- 7:00P	EVENING	T.P. A ES	30	2	6.3 13	12		\$5
MO-FR 7:00P-10:00P	PRIME	T.P. P ES	30	2	14.0 28	19		\$8
MO-FR 10:00P-12:00A	NITE	T.P. L ES	30	2	20.9 41	5		\$
SA-SU 10:00A- 6:00P	WEEKEND	T.P. W ES	30	2	6.3 12	11		\$4

NOTE : Items marked with an "ES" denotes station estimate number generated.

KFXA+ Schedule Totals :	2	47	94	943		
CPP/CPM :				\$3.71		
Reach :				65.6		
Frequency :				5.1		

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula
 prepared by the TvSCAN Ratings Analysis System. Report design & contents COPYRIGHT 1996 Tapscan, Inc. (205) 987-7456
 data from NIELSEN. Subject to limitations and restrictions stated in original report.

Fox 28 your best value!



Fox 28 delivers!

- Fox 28 reaches more of your customers.
- Fox 28 has a lower CPM.
- Only Fox 28 guarantees its delivery.



Our guarantee..

If you advertise with our station
and it doesn't work because of
improper scheduling.

We'll run another schedule
of equal value for free.

The best guarantee in media.